



COMMONWEALTH OF PENNSYLVANIA
PENNSYLVANIA LIQUOR CONTROL BOARD
HARRISBURG, PENNSYLVANIA 17124-0001

November 2, 2010

Dear University Official,

The Pennsylvania Liquor Control Board has worked closely with you over the years to educate your students about the dangers of alcohol abuse and misuse. Throughout that time together, we have been able to raise alcohol awareness on campus and off among students and their families, making great strides in combating binge and problematic use of alcohol products.

Over the past few months, serious concerns have been raised about the use of alcoholic energy drinks or AEDs, which are alcohol products that also contain caffeine, taurine, guarana, ginkgo biloba, ginseng or other chemicals or herbal stimulants, and their impact on consumers, specifically young adults on college campuses across the country.

As partners in the effort to protect young adults from the hazards of alcohol, we are reaching out to you in hopes you will work with us to bring important information about the dangers these types of products, specifically Four Loko, may pose to your student body. It is critically important that consumers who drink these products do so responsibly.

What many do not realize is that these alcoholic energy drinks can contain as much as 12 percent alcohol in one 23.5 ounce can, which is equivalent to drinking five or six beers. They are often flavored in a way that masks the taste of alcohol and they are very economical. For instance, Four Loko sells for as little as \$2.50 per 23.5 ounce can, making it easy to understand why they are popular among young adults.

With developing research indicating that these products, many times referred to as alcopops, pose a significant threat to the health of all Pennsylvanians, we are urging consumers to exercise extreme caution with these types of beverages, and have also asked our licensed establishments, manufacturers and suppliers to cease any marketing, promotion and sale of these types of products.

Referred to as "liquid cocaine" or "blackout in a can" by many young people, the appeal of these drinks is growing rapidly and having devastating and sometimes deadly affects on the consumer. And while these products are not new, they are generating headlines. For instance, recently in rural Lancaster County, dozens of people sought emergency medical treatment after drinking alcoholic energy drinks and in Washington State, nine college students were hospitalized with alcohol poisoning after mixing alcoholic energy drinks with other types of alcohol.

Producers and distributors of AEDs have come under heavy criticism and government scrutiny for marketing efforts that may be designed to entice underage or binge drinking. In fact, several state attorneys general have launched investigations into whether such AEDs, including Four Loko, are being improperly marketed to underage consumers.

The Federal Food and Drug Administration also continues to investigate this public health issue thoroughly in an effort to evaluate the adverse health effects associated with consuming AEDs. Given the serious nature of this issue, the FDA has even threatened to ban AEDs if manufacturers and distributors could not prove that they were safe for public consumption.

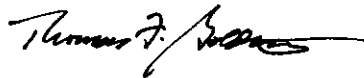
While no formal regulation has been issued yet, the FDA is currently receiving responses from 27 manufacturers and distributors and is reviewing other scientific evidence in order to determine whether caffeine can be safely and lawfully added to alcoholic beverages.

We hope you will work with us to educate your students and staff about the potential dangers that these types of products may present until they are considered safe under FDA regulations.

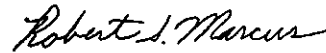
Sincerely,



Patrick "P.J." Stapleton
Chairman



Thomas F. Goldsmith
Board Member



Robert S. Marcus
Board Member